



CONSUMER ATTITUDE TOWARDS BI-WHEELERS

DISSERTATION

**SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION**

BY

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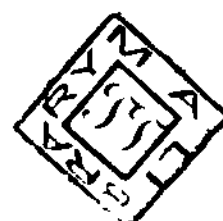
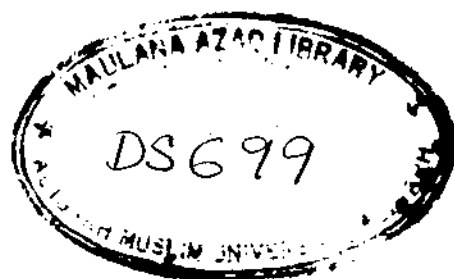
UNDER THE SUPERVISION OF

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Certified that the dissertation entitled
CONSUMER ATTITUDE TOWARDS BI-WHEELERS
submitted by Mr. Harinder Singh in partial fulfilment
of the requirement for the award of the degree of
Master of Business Administration has been completed
under my supervision and guidance in his own work.
To the best of my knowledge it has not been submitted
for the award of any degree in this university or
else-where.


(ASIF HALEEM)
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INTRODUCTION

The two-wheeler market in India has come of age and soon going to be highly competitive. Superior products, the result of foreign collaboration, are being introduced into the market at an increasing rate. Escorts has teamed up with Yamaha of Japan to manufacture India's first twin cylinder motorcycle. Zundapp Werke of Germany has gone into collaboration with Enfield India of Madras. Three models are expected to be introduced shortly. Piaggio of Italy has given the technical know-how to Lohia Machines of Kanpur and Andhra Pradesh Scooters of Hyderabad to manufacture the VESPA XE series. The ventures for manufacturing high technology two-wheelers in this country are endless.

The spurt in demand for petrol powered bi-wheelers was witnessed in the seventies, mainly because of the increased incomes made available to the people due to various development schemes. Increasing urbanisation and the growth of mammoth metropolitan cities have further aggravated the shortage of bi-wheelers. This demand has grown tremendously in the bigger cities and some interesting points worth studying are:-

- a) The factors which contribute to the demand for the bi-wheelers especially in the big cities.
- b) The pattern of demand for various types of brands of bi-wheelers.
- c) The consumer profile for bi-wheelers.
- d) The attitude of these consumers towards their vehicles and
- e) The ~~great~~ general problems they encounter as owners of bi-wheelers in spare parts, services, etc.

The results of this study can be effectively put to use by all the manufacturers who have recently gone into collaboration with the foreign manufacturers, by designing their machines taking into account the problems faced by the potential

customers with their existing machines. Secondly an idea of what the consumer wants or expects from his machine can also be ascertained.

Among the various techniques available for making a relevant study, a field survey involving personal interviews with the actual users of bi-wheelers was considered suitable.

OBJECTIVES OF THE STUDY

A medium sized field survey was carried out in Delhi and Faridabad with the following objectives:-

- i) To assess the attitude of the vehicle owners towards their machine that they have at present.
- ii) To ascertain the nature of complaints, separately for each make/brand.
- iii) To ascertain the opinion of the vehicle owners about the service facilities that are available at present in the city with a specific reference to after-sales service and attitude towards their service dealer.
- iv) To ascertain the owners preference for other brands in case they have to replace the present machine.
- v) To ascertain the owners opinion about the availability of spare parts.
- vi) To estimate the average maintenance cost per month and average operating expenses per thousand kilometers, separately for each make/brand.
- vii) To assess how far the favourable resale value of scooters affect the demand for motorcycles vis-a-vis scooters.

SAMPLE DESIGN

The fast growing metropolis, Delhi with the highest concentration of bi-wheelers in the country (having more than 20% of India's total) constituted the universe. Cost and time considerations too, restricted the field survey to Delhi. In all, we proposed to conduct 500 interviews, but due to lack of time we could conduct only 350 interviews. Moreover some interviews had to be rejected because the data provided by the respondents, on scrutiny were found to be internally inconsistent. Thus, in all, the number of interviews as actually taken into account for the purpose of our analysis is 307 as against 500 planned. While distributing the number of interviews to be conducted in each category of vehicle, due weight has been given to the population of vehicles in each category.

Even though it was planned to contact about 50 owners of ENFIELD motorcycles and scooters like FANTABULOUS, ALLWIN PUSPAK, RAJDOOT, CENTO, AVANTI, etc., we could contact only 21 Enfield owners and 12 of the above mentioned scooter owners, mainly because:-

- i) the number of these scooters and motorcycles is very small as compared to other brands in Delhi.
- ii) the owners are scattered over various parts of Delhi.

QUESTIONNAIRE DESIGN

The questionnaire was designed to measure the attitude of bi-wheeler owners towards their machines. It was also used to measure the demographic characteristics.

Errors influenced by the questionnaire itself were kept at a minimum. Surrogate information error was minimized by clearly defining objectives. Response rates was almost 100% as the respondents were required to complete the questionnaire in the presence of the researcher. Measurement error was kept at a minimum by giving a sufficient choice.

For convenience the Questionnaire was divided into five parts.

PART A dealt with the particulars of the vehicle owned. In this, questions were asked about the brand name of vehicle owned, registration, year of purchase, new/second-hand, mode of purchase, etc.

PART B deals with the consumers rating their vehicle. Reasons for choice of present machine, in case of replacement of present vehicle, the vehicle preferred, performance of machine, etc. were a few questions asked.

PART C concerned with the maintenance of the vehicle. Information regarding the availability of spare parts, service facilities was collected in this part.

In PART D we tried to highlight the demographic characteristics of the respondents.

PART E consisted of the investigation particulars i.e. the date of interview and signature of respondents.

SELECTION OF RESPONDENTS

A comprehensive list which gives name of the owner, address, year of purchase, etc. was prepared separately for each brand with the help of Registration Books maintained by the respective dealers in Delhi. Random sampling procedure was adopted for the selection of respondents from each category. But during the field work, I encountered a lot of difficulties such as absence and non-cooperation of some selected owners, etc. and hence to achieve our sample size wherever possible we changed to contacting some owners who own the necessary brands or makes. However, this does not affect the validity of any of the conclusions of the study. The number of respondents contacted by type of vehicle they owned at the time of this survey is given in Table I.

PART II

ANALYSIS OF SURVEY RESULTS

SECTION I

CONSUMER PROFILE

I.1 Distribution of Respondents by Marital Status:

The significance of the marital status of the vehicle owners related with the preference for scooter vis-a-vis motorcycle was investigated. It seems that more bachelors prefer to have motorcycles, whereas the married people have a definite preference for scooters. The details regarding the proportion of bachelors and married persons owning motorcycles and scooters are seen in Table I.

Among the motorcycle owners 37% are bachelors as against only 16% in the case of scooter owners. Also it has been observed that among the married persons, 83% of them are scooter owners. This may be due to the psychological feeling of safety, comfort and the influence of ladies preference.

I.2 Distribution of respondents by age group

Age of the vehicle owners too, to some extent influences the preference for motorcycles vis-a-vis scooters. For example the people in the age group below 20 and between 21 and 25 may prefer to have a motorcycle. And the reason that we can assign for this factor is, that the youngsters want fast driving and control. Percentage distribution of respondents contacted by various age groups is given in Table II.

It has been observed from the table, that nearly 28% of the motorcycle owners contacted are in the age group of 21-25 years against 14% in the case of scooters. Inversely the proportion of motorcycle owners in the upper age group (36-59yrs.) is considerably lower than that of the scooter owners. This is mainly because of their belief in safety and the impact of family influence.

It has also been observed that the proportion of LAMBRETTA scooter owners (69.2%) is higher in the age group 26-35 years as compared to

VIJAY (50%) and BAJAJ (44.6%). This is probably due to shifting of persons from higher income bracket and also higher status where it becomes necessary for them to have some vehicle, which is easily available in the market.

I.3 Distribution of Respondents by Income group

Persons in the income group of Rs.5000/- to Rs.10,000/- per annum seem to be the main prospective users of bi-wheelers. There is no significant preference between scooters and motorcycles in this income group. They prefer a scooter a little more than motorcycle since the persons in this income range are mostly between 21 and 31 years of age who are often married and hence the need for slow speed and better control and safety. It will be seen from Table III that about 56% and 51.1% of RAJDOOT and YEZDI/JAWA motorcycles owners respectively fall in the income group of Rs.5001 - 10,000. Also it shows that the preference of the respondents in the same income group is high for VIJAY scooters (56.3%) as compared to LAMBRETTA (46.2%) and BAJAJ (49.4%). However, it should be noted that ownership figures do not necessarily reflect the preferences due to relative shortage of BAJAJ scooters.

Respondents in the income range of Rs.10,001 to Rs.15,000 per annum prefer scooters 23.2% rather than motorcycles 18.1%. Among the scooters VIJAY and BAJAJ are again close 1st and 2nd respectively. Respondents in the income group of Rs.15,001 to Rs.20,000 have almost an equal preference of motorcycles and scooters.

Persons having income of Rs.20,000 and above per annum are mostly businessmen whose work requires sturdier heavy duty performance from their vehicle. They along with independent professionals in this income group are less concerned about the price and resale value considerations. It will be seen from Table III that 7.7% of motorcycles owners fall in the top income group against only 1.2% in the case of scooter owners.

I.4 Distribution of Respondents by occupation

Table IV gives the distribution of vehicle owners by occupation. It has been observed that the respondents in government service prefer to have

scooters rather than motorcycles as they can easily get a scooter through government quota. Moreover, office goers have a relatively limited day to day use for their vehicle. It seems that BAJAJ scooter is most preferred by those in the government service(57.8%). The percentage of LAMBRETTA scooters owned by the government servants is also high at 50%. This is perhaps because of their easy loan facilities they get, enabling them to purchase any vehicle that is easily available in the market.

SECTION II

PARTICULARS OF THE VEHICLE

II.1 Name in which registered

An overwhelming majority of 82.4% vehicles were registered in the respondents own names. (78% and 85.3% in the case of motorcycles and scooters respectively). The rest were registered on company's or 'others' names. Others include father, brother, relatives, friends, etc.

The proportion of motorcycles registered in the name of company's and/or organisations is considerably higher at 12.1% as against a figure of 2.6% for scooters. This figure not only suggests that company's prefer sturdier machines for heavier usage (often used by different people) but also give less consideration for the prices.

It is felt that the figures registered in own name are exaggerated at the expense of the figures for 'others name', especially for scooters, as many do not like admitting booking vehicles in others names. Details on number of vehicles registered on respondent's own names, company's names, etc. are given in Table V.

II.2 New and second-hand purchases and source of purchase

Table VI-A and VI-B give the distribution of respondents, classified by source of purchase. It will be seen from Table VI-A that almost all the new motorcycles 68 out of 72 respondents and 34 out of 38 respondents in the case of RAJDOOT and YEZDI respectively, were purchased in the open market, presumably because they are easily available and 'priority quotas' are not required. In sharp contrast the majority of new BAJAJ was bought through government quota. The reason for this could be that (1) it is comparatively easily available through government quota (2) high premium in the open market.

It will be seen from Table VI-B, that among second-hand purchases 'friends' were the main sources of purchase in the majority of the cases (42 out of 72).

II.3 Mode of purchase by Income and occupation groups.

As mentioned in the earlier section, that 49.1% of the respondents are in the income group of Rs.5001 to 10,000 per annum.

A majority of the Respondents reported to have bought the vehicle against cash and through employers loan. It will be seen from Table VII-A that majority of the respondents in the higher income bracket (Rs.10,000 and above per annum) have made 'cash' purchase. (Out of 75 respondents in the higher income bracket 47 have made cash purchase).

Table VII-B gives the distribution of respondents classified by occupation and mode of purchase. It has been observed, that among those received loan from employer for buying vehicle, majority of them are in government service. On the other hand among the private salaried persons, majority of them 67 out of 114 have made cash purchases. It will also be seen from above mentioned table that among others (consists of businessmen, students, etc.) about 34% of them reported to have bought against cash.

SECTION III

RELATIVE PREFERENCE FOR MOTORCYCLES VIS-A-VIS SCOOTERS

III.1) Reasons for choice:-

Respondents were asked to give one or more reasons that were responsible for the choice of the machine they have at present. From Table VIII we observe that the largest single reason given with the exception of BAJAJ for choice of the respondents existing machine was to avoid waiting given by 33.4% of the total respondents. The percentage of the same for motorcycles is higher at 55.3% as compared to a very low figure of 10.3% for scooters. The reason for this appears to be the easy availability of motorcycles in the market. RAJDOOT motorcycles 64% and LAMBRETTA (76.9%) were the heaviest contributors to this category.

The other reasons, category by itself covered half of the total responses. 55.5% of scooter owners were reported to have given some miscellaneous reasons for the preference of their existing machine against 40.2% by motorcycles.

Among motorcycles the RAJDOOTS 'other reasons' (37.2%) included its relative lightness, comfort from a good suspension system, adequacy of service facilities, smaller turning circle, etc. 'YEZDIS 'other reasons' were predominantly 'known to be the best vehicle', better reputation, higher horse power, etc.

Among scooters LAMBRETTAS 30.8% 'other reasons' stands out against VIJAY 52.5%. LAMBRETTA owners vehemently emphasized its safety and balance vis-a-vis BAJAJ:

Performance is the second most frequent specific reason quoted by 23.5% of the respondents. The same has been found to be higher for motorcycles (28.8%) than for scooters (19.9%). It will be seen from Table VIII that among motorcycles and scooters, YEZDI and BAJAJ contributed the highest overall percentages of 57.8 and 43.8 to this response. Surprisingly only

3.9% of LAMBRETTA owners mentioned performance as their reason for choice of the machine.

About 11% of the responses were about 'price' 'resale value' and appearance respectively. Curiously, the motorcycles have a marginally higher figure for price considerations. This is due to the greater price differences between the motorcycles themselves. YEZDI owners (13.3%) responded in the price due to the sufficiently higher price of the ROYAL ENFIELD which they would have chosen otherwise. Similarly RAJDOOT owners (10.5%) mentioned 'price' on their reason relatively cheaper than YEZDI.

In contrast the scooter owners meant price relative to motorcycles in general when giving this reason. But for BAJAJ compared to the response for LAMBRETTA, price was of much lower significance than other factors.

Predictably, all the responses about 'resale value' were confined to BAJAJ and VIJAY scooter owners, 39% of them have mentioned 'resale value' as one of the reasons as compared to a low figure of 6.0% for LAMBRETTA.

Only 11.8% of the respondents have mentioned 'appearance' as their reasons for choice. It has been observed that the proportion of the same is higher for scooters 14.7%, motorcycles 7.6%. Among RAJDOOT motorcycle owners about 8.1% of them have mentioned this reason as against 6.7% for YEZDI.

Maintenance cost and fuel consumption together constituted 22% of the responses. Both these factors were much more important for scooter buyers (29.3%) than for motorcycle buyers (11.4%) especially for BAJAJ (38%), against YEZDI second best of 19% which contributed almost entirely to the high percentage for scooters.

III.2) Relative preference for various brands

Respondents first, second and third preferences for various brands were obtained and translated. Table IX gives the relative preference of respondents for various brands.

RAJDOOT Motorcycle owners

It will be seen from Table IX that of the 86 RAJDOOT motorcycle owners contacted 42 of them gave their first choice for BAJAJ. The rest were equally distributed among the three motorcycles (ENFIELD and YEZDI being the other ^{two} ~~two~~) thus leaving only 14 from 86 RAJDOOT owners who would buy it again. Among the second preferences given by RAJDOOT motorcycle owners VIJAY occupies the second position followed by YEZDI (18 and 15 out of 86 resp.)

YEZDI owners

In contrast to RAJDOOT motorcycle owners, almost half of the YEZDI owners (23 out of 45) would buy YEZDI again. And only 11 of them mentioned their first preference for BAJAJ. Then second preference if not for other vehicles and/or no preference (17 respondents) goes mainly to the ROYAL ENFIELD, (9 respondents out of 45) and BAJAJ (8 out of 45).

BAJAJ owners

Of the 83 BAJAJ owners, 45 of them predictably plumped for their own vehicle. 30 would go in for VIJAY.

VIJAY

17 out of 34 VIJAY owners have indicated their first choice as VIJAY. The most common reason stated being 'safety' relative to a BAJAJ scooter.

III.3 Preference for motorcycles vis-a-vis scooters

The respondents were asked if scooters were freely available and had no extra premium or resale price which would you prefer to buy? Here possibly the wording of our question asking the respondents to ignore considerations of resale value did not work as well as we had hoped. It is felt that in a real life situation of no difference in resale value, certainly more than 13% of scooter owners would go in for motorcycles.

Table X shows that about 65.2% of the motorcycle owners preferring to stick to motorcycles. The same is very high in the case of scooter owners (84.3%). Common reasons given were the presence of a spare wheel, lightness, ease of handling in city traffic, family preferences, etc.

SECTION IV

COST OF MAINTENANCE

IV.1) DISTRIBUTION OF RESPONDENTS BY DISTANCE TRAVELLED

The survey result suggests that motorcycles are being used more for long distance work. The average distance covered in a month by motorcycle has been estimated at 1404 kms. as against a figure of 1039 kms. for scooter. 40.0% motorcycle travelled less than 1000 km. per month versus 51.7% for scooter, furthermore 19% of motorcycle travelled over 1500 km. per month versus only 11.0% in the case of scooters. Table XI also suggests that persons who travelled less than 500 kms. a month prefer to have scooters rather than motorcycles. Among the scooter owners, about 15% of them fall in the category of 'less than 500 kms.' against a figure of 5% for motorcycle owners.

IV.2) COST OF MAINTENANCE AND OPERATING COST

Cost of maintenance appears to be one of the crucial factors which influences the preference of buyers. In this connection, respondents were asked to furnish the following:-

- i) average distance covered in a month, and
- ii) average expenditure incurred in a month on fuel, servicing, repairs and spare parts and insurance.

Except two, the rest of them have provided the information asked for. Based on the information collected, the average cost of maintenance per vehicle per month and average operating cost per thousand kilometers have been computed separately for each brand of vehicle and are given in Table XII. While arriving at these, the average cost of maintenance per vehicle per month as well as operating cost per thousand kilometers travelled, the amount paid by the vehicle owners towards the insurance premium has been excluded. This is mainly because of the reason that the inclusion of this item into cost of maintenance may not yield a meaningful result unless the vehicles have further classified under two categories namely those covered under

i)Comprehensive scheme and (ii)third-party scheme.

In general, the average cost of maintenance per vehicle/month and operating cost per thousand kilometer for a motorcycle are slightly higher than that of a scooter. Based on the survey data, it has been estimated that a motorcycle owner, on an average spends Rs.83.41 per month towards the maintenance of the vehicle. And for a scooter the same has been estimated at Rs.65.32. Also not much difference has been observed between motorcycles and scooters on the operating cost per thousand kilometers travelled. The average operating cost for thousand kilometers for a scooter works out to Rs.62.85 as compared to Rs.64.45 for a motorcycle.

Among motorcycles YEZDI has a higher operating cost per thousand kilometers as well as cost of maintenance per vehicle/month. The reason for this appears to be its higher fuel costs (being 2.5 HP enging). But RAJDOOT, which is having a comparatively lower horse power engine, is equally cheap running in other aspects. The fuel costs of the RAJDOOT motorcycle (Rs.44.10 per 500 kilometers) justifiably be considered favourable vis-a-vis the scooters (Rs.43.20 per 500 kilometers) considering its slightly higher power.

It has also been observed that average operating cost per 500 kilometers for a BAJAJ (Rs.57.07) is considerably lower than the other brands such as RAJDOOT (Rs.64.72) and LAMBRETTA (Rs.68.39). This is mainly due to its low expenses on 'Repairs and spare parts'. Contrary to this statement, BAJAJ seems to be more costly in up-keep than other brands mainly because that the former has higher percentages in the higher-mileage groups and thus in fact a lower operating cost per 500 kilometers. (While interpreting the figures on cost of maintenance per vehicle per month, we must always refer to the percentage of vehicle owners in various mileage groups).

Also BAJAJ 's 'repair and spare parts' expenses stand out dignificantly as the lowest, making it the cheapest running vehicle. (Rs.10.34 against the scooter average of Rs.14.02 and motorcycle average of Rs.13.48).

IV.3) EXPENSES BORNE BY:

Respondents ~~and~~ were also asked to state whether the expenses incurred on the maintenance of the vehicles are being paid by themselves or by the Company. The data collected in this connection are set out and given in Table XIII.

Of the total respondents, nearly 82% of them paid the maintenance expenses themselves. The proportion is high in the case of scooter owners (87.8%) as compared to motorcycle owners (79.4%). The reason for this is that not only many motorcycles were owned by the companies but also most of the scooter owners are in Government Service, where they don't get any special allowance for maintaining their vehicles.

Also it will be seen from the Table XIII that about 10.2% of all the respondents contacted have stated that the expenses incurred by them on maintenance were shared both by the 'company' as well as by 'themselves'. The reason for this appears to be that many respondents get a fixed conveyance allowance from their employer which partially subsidises the costs of vehicle operations.

SECTION V
SERVICE FACILITIES

V.1) SERVICING FACILITIES

The consensus is overwhelmingly one of satisfaction with the general service facilities available in Delhi. 94.4% of the respondents contacted have stated that the service facilities available in Delhi are 'adequate'.

Among RAJDOOT motorcycle owners, except one, the rest of them have stated that the service facilities are adequate. However, in case of YEZDI owners, there were comparatively more complaints about inadequate facilities (9%).

It has been observed that among scooter owners, the complaints on inadequate facilities by the RAJDOOT/FANTABULOUS scooter owners are the highest. All the eighty BAJAJ owners contacted have expressed their satisfaction with the adequacy of service facilities in Delhi.

V.2) DISTRIBUTION OF RESPONDENTS BY NUMBER OF TIMES THEY GET THEIR VEHICLE SERVICED

From Table XV we observe, that motorcycles being serviced more frequently than scooters (64.4% of motorcycles are serviced once a month or more against a figure of 55.5% for scooters). The reason for this appears to be the heavier usage of motorcycles.

Both RAJDOOT and YEZDI get equal attention from owners on the whole, though quite a few owners serviced their vehicles infrequently (once in three months).

Among scooter owners, 47.1% of them get their vehicles serviced once a month and 31.4% once in two months. Amongst scooters, BAJAJ seems to get a very little attention from owners. About 20% of BAJAJ owners get their machine serviced once in three months (only 10.8% in the case of BAJAJ owners). It has been noticed during the field work that BAJAJ owners response always used to be from pride at their machine 'which require very little attention'.

It will also be seen from the Table, that LAMBRETTA scooter is serviced most frequently among all vehicles (13.3% of LAMBRETTA owners get their

machine serviced twice a month and 53 per cent once a month against BAJAJ's 4 percent and 53 percent respectively. Among BAJAJ scooter owners, 42 percent of them get their vehicles serviced once in two months or three months as compared to LAMBRETTA's 33 percent.

V.3) MODE OF SERVICING

It will be seen from Table XVI that a majority of the respondents (49%) get their vehicles serviced locally (local mechanics/workshéps) but still 35% go to authorised dealers/service-stations. RAJDOOT motorcycle has the highest percentage of those going to authorised dealers/service stations (41.2% against 35.6% for YEZDI). It indicates that self servicing is easier in the case of RAJDOOT motorcycle than YEZDI.

For BAJAJ the majority of respondents prefer to go to local ~~an~~ mechanics as the authorised service stations are 'inattentive', providing very poor service and charging too much each.

SECTION VI

OPINION ABOUT AUTHORISED DEALERS

VI.1) COMPLAINTS ABOUT AUTHORISED DEALERS

As mentioned already, that most of the vehicle owners prefer to get their vehicle serviced from local mechanics/workshops, rather than from the authorised dealers/service stations. The question may arise immediately, that why should they prefer the local mechanics when they expect good service from authorised dealers? To find an answer for this question, respondents were asked to give their opinion about their respective authorised dealers/service stations. The opinions given by the respondents were classified into two broad categories namely: i) unfavourable/negative opinions and ii) favourable/positive opinions about the dealers. The details regarding the respondents' opinion about authorised dealers are given in Table XVII.

It will be seen from the Table, that except 'Unique automobiles' (authorised service station of British Motor Co.) all other authorised dealers/service stations for RAJDOOT, YEZDI, BAJAJ and LAMBRETTA were not liked by the respondents for some reason or other.

RAJDOOT DEALER

About 67% of the respondents those who get their vehicles serviced in British Motor Co. (authorised dealer for RAJDOOT motorcycle) were reported to have given unfavourable comments about them as against a figure of 50% for Dass Motors. Among the unfavourable opinions, the percentage of those quoted 'miscellaneous unfavourable' is the highest at 28.6% for B.M.C. as compared to 22.8% for Dass Motors. 'Miscellaneous unfavourable' includes not satisfactory, poor attention to the customer, cheating the customer, not cooperative etc., etc.

Though 'unique automobiles' is a sub-service dealer of B.M.C., the table suggests that all of the respondents were very much satisfied with the service rendered by them. About 78.6% of them were reported to have mentioned

that they are 'mechanically competent' of which 57.2% said 'Good' and 21.4% as 'Excellent'. The same figures for other two dealers are 5.7% and 4.5% for 'B.M.C.' and 'Dass' respectively. It deserves to mention here that despite 21.4% of them considered that 'unique automobile' is 'expensive', unanimously praised their service given to the customer. The reason for this is appears to be that the customers get more personal attention in 'unique automobiles' as compared to B.M.C. and Dass Motors.

YEZDI DEALERS

Among YEZDI owners, those who get their vehicles serviced through their authorised dealer 'Seghal Automobiles', about three-fourth of them were given unfavourable comments about the service facilities. About 36% of the respondents made minor complaints (miscellaneous unfavourable comments) and 29% said as 'Expensive'.

BAJAJ AND LAMBRETTA DEALERS

It appears from table, that among scooter owners, LAMBRETTA owners were much disgusted with their authorised dealer. It will be seen from the table that among the respondents those who get their vehicles serviced at 'Amba Motors' - authorised dealer for LAMBRETTA, nearly 91% of them were given unfavourable comments on 'Amba Motors'. The same figure for 'Allied-Motors' (another prominent dealer of LAMBRETTA) is 74.2%. Similarly among VESPA dealers, the services given by the 'BAJAJ' were not liked by 65.2% of the respondents, as against 50.0% for 'SIKAND'.

SECTION VII

COMPLAINTS

VII.1) AVAILABILITY OF SPARE PARTS

Of the total respondents 70% of them were reported to have mentioned that spares were 'regularly available' (the same percentage holding for motorcycles and for scooters). The respondents' opinions about the availability of spare parts is given in Table XVIII.

Among scooters, it was the LAMBRETTA (only 50.0% of the respondents said 'regularly available') which affected the ~~per~~ picture for scooters. Otherwise, VIJAY and BAJAJ owners were happiest with the situation (80%) and 77.0% respectively).

RAJDOOT comes first among motorcycles for its easy availability of spare parts (mentioned by 76% of the RAJDOOT motorcycle owners as compared to 69% in the case of YEZDI owners). Its figure for 'occasionally not available' (11.6%) and 'quality sub-standard' (8.1%) are the highest among other vehicles. Only 1.2% and 2.2% of RAJDOOT and YEZDI motorcycle owners respectively complained of 'always difficulty'.

It appears from Table XVIII that among scooter owners LAMBRETTA scooter owners were the only dissatisfied lot in general. Only half of them were satisfied with the supply position. 23.1% of them had no comments to make as they have not required any spares yet. Of the remaining 27%, the majority of them (19.2%) complained of 'occasionally not available' and 7.7% of 'always difficult'. Since the authorised service stations and suppliers of spare parts are the same people for LAMBRETTA scooter, it is quite possible that the complaints about difficulties in getting spare parts are linked with inefficient servicing. However there were no complaints about 'quality' or 'price higher than listed'.

VIJAY owners gave the most 'regularly available' responses (80%) and none complained of 'always difficulty' or 'price higher than listed'.

But, however, 5.0% and 3.7% of them have mentioned the complaints of 'quality' and 'occasionally not available' respectively. Actually this was largely in the nature of difficulties in telling genuine from spurious parts.

BAJAJ's overall picture in regard to the availability of spares is not as good as VIJAY but still better than LAMBRETTA scooter. 8.4% of the respondents complained of 'occasionally not available' and only 2.4% of 'price higher than listed'.

Thus in general there was satisfaction with the spare parts position among the respondents subject to the general comment that it was difficult to tell genuine from spurious parts.

VII.2 COMMON COMPLAINTS

To ascertain the respondents' opinion about their machine, they were asked to freely volunteer their complaints about their machine. Percentage distribution of respondents classified by complaints made by them is given in Table XIX. Of the total respondents, nearly one-fourth of them have mentioned 'no complaints' about their machines. The percentage seems to be of the higher order (26.6%) in the case of scooter owners than motorcycle owners (16.5%). Among motorcycle owners, one-third of YEZDI owners are seemed to be loyal towards their machine (35.6% said 'no complaints'). The same figure RAJDOOT motorcycle is only 10.5%.

A little over 34.6% of all the respondents were reported to be having 'other complaints', such as lights, switch, etc., etc. Since it has not been possible to spell out all minor complaints separately, all those are covered into the category 'others'. It will be seen from the table, that 'other complaints' is actually the highest single category for both motorcycles (35%) and scooters (34%). The majority of (51%) of RAJDOOT motorcycle owners had 'other complaints' like:

- i) Wobbling of the rear wheel and handle,
- ii) low pick-up worsening with higher loads,
- iii) the shape of the 'Ranger's petrol tank' dangerous for braking at high speeds,
- iv) the electrical system—specifically the indicator lights.

On the contrary, YEZDI's other complaints were, mainly about its noise, inconvenient seat for ladies, etc.

The scooters 'other complaints' included the usual one about imbalance for the BAJAJ, making it prone to skid, and LAMBRETTA's chain system, relative heaviness, high pillion, vibrations at high speed etc.

'Starting trouble' were mentioned by nearly 23% of the respondents. The same appears to lower in the case of motorcycles (18.7%) as compared to scooters (26.0%). RAJDOOT motorcycle appears to be the best bi-wheeler in this respect (mentioned only by 11.6% against YEZDI 31.1%).

Among scooters, LAMBRETTA (30.8%) was the most troublesome in this respect closely followed by BAJAJ (29%). VIJAY was considered much better in this regard (12.5%).

Among other complaints, performance of 'shock absorbers' was one of those of ten mentioned by the respondents. Nearly 18.9% of them reported to have mentioned about leaking, imperfect telescoping, leaving marks on the inner cover of shock absorbers, etc. The complaints made by the motorcycle owners on shock absorbers were on the higher order (26.0%) as compared to scooter owners (11.0%).

Again RAJDOOT motorcycle comes out better here with 24.4% complaints against YEZDI 33.3% on shock absorbers. Among scooters too LAMBRETTA is by far the best in this respect with only 7.7% complaints against VIJAY 15% and BAJAJ 12%.

Complaints about Carburetter flooding fuel passage blocks, gear box and clutch plates were of normal incidence and need no special attention except that the figure for LAMBRETTA scooter for gear and clutch plate trouble (46.2%) is exceptionally high as compared to other brands. Mainly the complaint was about the frequent shippage of gears during motion. Similarly, in 'carburetter flooding and fuel passage blocks' both RAJDOOT motorcycle as well as LAMBRETTA scooter occupies the first position (17.5 and 19.2% respectively).

It appears from table that brakes are main problem with many VIJAY (20.0%) and BAJAJ (18.1%) owners and to a much lower degree, with LAMBRETTA scooter (11.6% only). Regarding BAJAJ, the problem about brakes is linked with its alleged imbalance making sudden braking hazardous.

The chain problems are the second-most-quoted among motorcycle owners. Of the RAJDOOT motorcycle owners contacted, about 32.6% were mentioned the complaints of chain against a meagre figure of 4.4% of YEZDI.

The VIJAY scooter and LAMBRETTA with 7% each also have chain problem. LAMBRETTA and VIJAY owners' complaints on chain went like 'the chain system is not good', should be like BAJAJ's shaft system.

Complaints on the 'frequent replacement of moving parts' are lower for the motorcycles (3%) than for the scooters (4.5%). YEZDI comes out slightly better than RAJDOOT in this respect.

Among the scooters LAMBRETTA alone (8.4%) contributes to the scooter figures. This figure is nil for BAJAJ scooter.

Only 7% of RAJDOOT motorcycle owners mentioned 'frequent break-downs' as compared to 2.2% for YEZDI, nil for BAJAJ, 1.2% for VIJAY, and 15.3% for LAMBRETTA scooter.

SECTION VIII

SUGGESTIONS GIVEN BY THE RESPONDENTS

In course of interview, the suggestions made by the respondents in connection with the improvement of their respective machine were also recorded. Since the suggestions given by them vary from one respondent to another, it has not been possible to standardise the same. However, the suggestions were classified into five broad categories, namely - in regard to i)Engine ii)Electrical system iii)Chain iv)Suspension, and v)Miscellaneous. Against each suggestion, the number of respondents has also been indicated. The suggestions given by the respondents are given below:-

A. RAJDOOT MOTORCYCLE OWNERS (48) (i)ENGINE:-

1. Quality of the gudgeon pin should be improved (1)
2. Gear box and clutch plate are to improve (1)
3. Horse power of the engine should be increased (3)
4. Quality of the Carburettor should be improved (1)
5. Pick-up after 50 kms./hour is not good at present and they should try to improve it (1)
6. Sound should be improved (1)
7. Pick-up should be improved (1)
8. They should put stronger sprocket (1)
9. Engine material needs improvement both in quality and finish (1)
10. Starting trouble should be eliminated (1)

ii) ELECTRICAL

1. They should improve the magnetic point since it needs frequent adjustment (1)
2. Electrical system should be improved (1)
3. Magneto should be more powerful (2)
4. Side indicators should be improved (1)
5. Horn should be improved (1)

iii)CHAIN

1. Quality of the chain should be improved (6)
2. Chain system to be improved to avoid frequent replacement (3)

3. Chain cover should be widened since the chain always touches the cover (1)

iv) SUSPENSION

1. Wobbling of the handle should be removed (5)
2. Front wheel bushes are poor in quality and the same should be improved (1)
3. Quality of shock absorbers to be improved (7)
4. Shock absorbers should be sealed properly (2)

v) MISCELLANEOUS

1. Spare wheel may be provided, if possible (3)
2. Should offer new colours periodically (1)
3. Spares should be made available individually (1)
4. Vehicle should be more sturdy (3)
5. Lock system for the petrol tank cap should be provided (1)
6. They should increase the tensile strength of all moving parts (1)
7. Uniform and strict quality control check should be adopted (1)
8. Quality of all parts in the vehicle should be improved (2)
9. Shape of the petrol tank (especially in Ranger) is not good and try to improve the shape (3)
10. Service conditions should be improved (2)

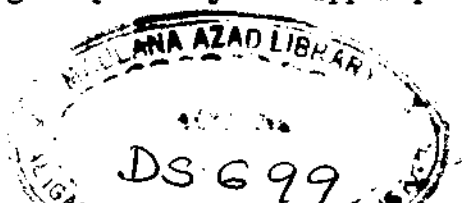
B. YEZDI OWNERS (30)

i) ENGINE

1. Horse power of the engine may be increased (1)
2. Starting trouble should be removed (5)
3. Four stroke engine should be there (1)
4. Over heat of engine at slow speed may be avoided (1)
5. Kick should be separated from gear lever (1)
6. Should be a separate gear box since the whole machine has to be opened for gear box repair (1)
7. Overflow in the Carburettor should be avoided (1)

ii) ELECTRICAL

1. Electrical system should be improved (1)
2. Adjustment of head light specially in dipper position should be provided (1)



iii) CHAIN

1. Quality of the chain should be improved (1)

iv) SUSPENSION

1. Quality of shock absorbers to be improved (3)
2. Front shock absorbers should be improved (2)

v) MISCELLANEOUS

1. Its seat should be made larger (5)
2. Spare wheel may be provided (6)
3. Finish of all mechanical components should be improved (1)
4. Its kick should be made stronger (1)
5. For good look, chromium parts should be fitted (1)
6. Its noise should be reduced (1)
7. Brake system should be improved (1)
- 8.. Proper lock system should be provided (1)

C. BAJAJ OWNERS (51)

i) ENGINE

1. Engine should be in the middle for well balance and safety (18)
2. Power of the engine should be increased (1)
3. Quality of the Carburetor should be improved (1)
4. Quality of the gear box should be improved (1)
5. Carburetor flooding should be avoided (1)
6. Starting trouble should be removed (1)

ii) ELECTRICAL

1. It's electrical system should be improved (5)
2. Head light should be more powerful (1)
3. To improve the lighting, condenser should be used (1)
4. Frequent fusing of bulbs should be avoided (1)
5. The present electrical circuit should be changed (1)

iii) SUSPENSION

1. Leaking of the shock absorbers should be eliminated (1)
2. Quality of shock absorbers should be improved (1)

iv) MISCELLANEOUS

1. Foot-rest should be on both the sides (2)
2. Wheels should be made larger to have better road grip (8)
3. Foot-rest should be covered with rubber pad (2)
4. Side panels should have lesser curvature (1)
5. Brake should be improved (1)
6. Its appearance should be improved (1)
7. Its weight should be increased (1)
8. Body should be more streamlined (2)
9. Frequent breakage of its clutch and speed inter-wires should be avoided (1)
10. Front shield should be thick as in the past (1)

D. LAMBRETTA OWNERS (51)

i) ENGINE

- 1) Quality of all moving parts to be improved (4)
2. Carburettor flooding should be avoided (1)
3. Starting trouble to be avoided (1)
4. Chain system should be eliminated (16)
5. Pick-up should be improved (4)
6. Horse power of the engine should be increased (1)
7. Over heating of engine may be avoided (1)

ii) ELECTRICAL

1. Horn should be improved (1)
2. Brake light should be provided (2)
3. They should provide side indicators (1)

iii) SUSPENSION

1. They should provide 4 shock absorbers instead-one (1)
2. Front suspension is to be improved (1)

~~3. Quality of the sps~~

iv) MISCELLANEOUS

1. Brake should be improved (2)
2. Cost of the vehicle to be controlled (2)
3. Quality of the spare parts to be improved (1)

4. Frequent breakage of clutch wire should be avoided (1)
5. No plastic part should be used (1)
6. Pillion to be improved (3)
7. Tool box should have more space (2)
8. Vehicle should be more sturdy (1)
9. Weight of the vehicle to be reduced (4)
10. Overall finish is to be improved (1)
11. After-Sales-Service to be improved (1)
12. Self starter should be provided (1)

TABLE - I

DISTRIBUTION OF RESPONDENTS BY MARITAL STATUS

TYPE OF VEHICLE	SINGLE	MARRIED	TOTAL
MOTORCYCLES	56 (37.1)	96 (62.9)	152 (100)
SCOOTERS	25 (16.2)	130 (83.8)	155 (100)
TOTAL	81 (24.8)	226 (75.2)	307 (100)

NOTE:- FIGURES IN PARENTHESIS DENOTE PERCENTAGES.

TABLE IIDISTRIBUTION OF RESPONDENTS BY AGE GROUP

IN PERCENT

<u>TYPE/BRAND NAME OF VEHICLE</u>	<u>A G E G R O U P I N Y E A R S</u>						<u>ALL GROUPS</u>
	<u>BELOW 20</u>	<u>21-25</u>	<u>26-35</u>	<u>36-50</u>	<u>ABOVE 50</u>		
<u>MOTORCYCLES</u>							
RAJDOOT (175 cc + GTS)	2.4	25.5	50.0	20.9	1.2		100(86)
YEZDI -250	-	33.3	57.8	8.9	-		100(45)
ENFIELD -350 cc.	-	25.5	60.0	14.5	-		100(21)
TOTAL MOTORCYCLES	1.5	27.8	53.6	16.46	0.67		100(152)
<u>SCOOTERS</u>							
LAMBRETTA	-	19.2	69.2	11.6	-		100(26)
VIJAY	-	7.5	50.0	40.0	2.5		100(34)
BAJAJ	-	12.0	44.6	41.0	2.4		100(83)
OTHERS AVANTI, CENTO, ALLWYN, etc.	-	34.0	43.6	22.4	-		100(12)
TOTAL SCOOTERS	-	13.9	49.8	34.4	1.8		100(155)
ALL TYPES/BRANDS	0.6	20.79	51.7	25.5	1.2		100(307)

NOTE:- FIGURES IN PARENTHESIS REPRESENT THE NUMBER OF RESPONDENTS.

TABLE III

DISTRIBUTION OF RESPONDENTS BY INCOME GROUP

IN PERCENT

TYPE/BRAND NAME OF VEHICLE	I N C O M E G R O U P					NOT SPECI- FIED	TOTAL
	BELOW 5000	50001- 10,000	10,001- 15,000	15,001- 20,000	ABOVE 20,000		
<u>MOTORCYCLES</u>							
RAJDOOT	16.3	51.1	20.9	2.4	1.2	8.1	100(86)
YEZDI	11.1	55.6	11.1	4.4	14.4	13.4	100(45)
ENFIELD	-	15.4	21.3	33.3	19.6	10.4	100(21)
TOTAL MOTORCYCLES	14.4	47.5	18.1	7.3	7.7	10.0	100(152)
<u>SCOOTERS</u>							
LAMBRETTA	15.3	46.2	11.6	7.7	3.9	15.3	100(26)
VIJAY	7.5	56.3	28.7	6.3	-	1.2	100(34)
BAJAJ	13.3	49.4	24.1	6.0	1.2	6.0	100(83)
OTHERS(PANTABULOUS, RAJDOOT)	14.7	52.1	26.4	6.8	-	-	100(12)
TOTAL SCOOTERS	12.5	50.6	23.2	7.7	1.2	6.0	100(155)
ALL TYPES/BRANDS	13.4	49.1	20.7	7.5	4.4	8.0	100(307)

TABLE IV

DISTRIBUTION OF RESPONDENTS BY OCCUPATIONIN PERCENT

<u>TYPE/BRAND NAME OF VEHICLE</u>	<u>O C C U P A T I O N</u>					<u>ALL GROUPS</u>
	<u>GOVT. SERVICE</u>	<u>PVT. SALARIED PERSONS</u>	<u>INDEPENDENT PROFESSIONALS</u>	<u>OTHERS</u>	<u>NON-SPECIFIED</u>	
<u>MOTORCYCLES</u>						
RAJDOOT	44.2	26.7	2.4	26.7	-	100(86)
YEZDI	40.0	28.9	4.4	26.7	-	100(45)
ENFIELD	40.0	24.6	3.9	31.5	-	100(21)
TOTAL MOTORCYCLES	42.4	27.1	3.2	27.4	-	100(152)
<u>SCOOTERS</u>						
LAMBRETTA	50.0	15.3	3.9	26.9	3.9	100(26)
VIJAY	28.3	23.8	24.6	23.3	-	100(34)
BAJAJ	57.8	30.1	-	12.1	-	100(83)
OTHERS (FANTABULOUS/RAJDOOT)	19.2	23.4	26.3	13.5	17.6	100(12)
TOTAL SCOOTERS	47.0	25.7	8.1	17.1	2.0	100(155)
<u>TOTAL ALL TYPES</u>	44.7	26.4	5.7	22.2	1.0	100(307)

NOTE:- FIGURES IN PARENTHESIS REPRESENT THE NUMBER OF RESPONDENTS.

TABLE V

DISTRIBUTION OF RESPONDENTS CLASSIFIED ACCORDING TO THE REGISTRATION OF THE VEHICLE

TYPE OF VEHICLE	R E G I S T R A T I O N			
	RESPONDENTS	*COMPANY	OTHERS	TOTAL
MOTORCYCLES	119 (78)	18 (12.1)	15 (9.9)	152 (100)
SCOOTERS	132 (85.3)	4 (2.6)	19 (12.1)	155 (100)
ALL TYPES	251 (82.4)	22 (6.5)	34 (11.1)	307 (100)

NOTE:- FIGURES GIVEN IN BRACKET ARE PERCENTAGES.

-36:-

TABLE VI - A

DISTRIBUTION OF VEHICLE OWNERS BY (NEW) SOURCE OF PURCHASE

<u>TYPE/ BRAND OF VEHICLE</u>	<u>SOURCE OF PURCHASE</u>				
	<u>GOVT. QUOTA</u>	<u>OTHER PRIORITY QUOTA</u>	<u>OPEN MARKET</u>	<u>OTHER</u>	<u>TOTAL</u>
<u>MOTORCYCLES</u>					
RAJDOOT	3	1	68	-	72
YEZDI	-	4	34	-	38
ENFIELD	-	-	14	-	14
TOTAL MOTORCYCLES	3	5	116	-	124
<u>SCOOTERS</u>					
LAMBRETTA	-	2	24	-	26
VIJAY	3	2	19	-	24
BAJAJ	24	8	20	-	52
BAJAJ FANTABULOUS RAJDOOT	-	-	9	-	9
TOTAL SCOOTERS	27	12	72	-	140
ALL TYPES	30	17	188	-	264

-:37:-
TABLE VI-B

DISTRIBUTION OF VEHICLES OWNED SECOND-HAND BY SOURCE OF PURCHASE

<u>TYPE/BRAND NAME OF VEHICLE</u>	<u>SOURCE</u>	<u>OF</u>	<u>PURCHASE</u>		
	<u>FRIENDS</u>	<u>BROKERS</u>	<u>DEALERS</u>	<u>OTHERS</u>	<u>TOTAL</u>
<u>MOTORCYCLES</u>					
RAJDOOT	9	1	2	2	14
JAWA/YEZDI	5	1	-	1	7
ROYAL ENFIELD	4	1	-	2	7
TOTAL MOTORCYCLES	18	3	2	5	28
<u>SCOOTERS</u>					
LAMBRETTA	-	-	-	-	-
VIJAY	3	3	1	3	10
BAJAJ	18	4	1	8	31
FANTABULOUS RAJDOOT	3	-	-	-	3
TOTAL SCOOTERS	24	7	2	11	44
ALL TYPES	42	10	6	15	72

TABLE VII-A

MODE OF PURCHASE BY INCOME GROUP

INCOME GROUP (IN Rs.)	MODE OF PURCHASE												
	BANK LOAN		EMPLOYER AIDED		CASH		OTHERS		TOTAL				
	M/c er.	Scoot- Total	M/c er.	Scoot- Total	M/c er.	Scoot- Total	M/c er.	Scooter Total	M/c er.	Scooter Total			
BELOW 5,000	-	-	-	3	3	18	12	30	1	0	1	19	
5,000-10,000	13	1	14	31	13	44	35	49	84	-	3	3	79
10,001-15,000	16	1	17	5	22	27	13	27	40	-	-	-	24
15,001-20,000	-	-	-	1	3	4	3	9	12	-	-	-	4
ABOVE 20,000	1	-	1	1	-	1	1	2	3	-	-	-	3
UNSPECIFIED	1	1	2	-	-	-	11	9	20	1	-	1	13
ALL GROUPS	31	3	34	38	41	79	81	108	189	2	3	5	152

TABLE VII-B

MODE OF PURCHASE BY OCCUPATION GROUP

OCCUPATION GROUP	MODE OF PURCHASE													
	BANK LOAN		EMPLOYER AIDED		CASH		OTHERS		ALL					
	M/c	Scooter	All	M/c	Scooter	All	M/c	Scooter	All	M/c	Scooter			
GOVERNMENT SERVICE	8	-	8	29	18	47	19	44	63	1	-	1	57	62
PRIVATE SALARIED PERSONS	6	-	6	17	22	39	29	38	64	-	2	2	52	62
INDEPENDENT- PROFESSIONALS	3	-	3	-	-	-	3	2	5	-	-	-	6	2
OTHER (BUSINESSMEN STUDENTS ETC)	4	3	7	2	1	3	30	24	54	1	1	2	37	29
ALL GROUPS	21	3	24	48	41	89	81	108	189	2	3	5	152	155

TABLE VIII

DISTRIBUTION OF RESPONDENTS CLASSIFIED BY "REASONS FOR CHOICE"

IN PERCENT									
TYPE/BRAND NAME OF THE VEHICLE	NO. OF RESPONDENTS	REASONS FOR CHOICE							OTHERS
		PRICE	FUEL CON-SUM-PTION	MAIN-TEN-ANCE COST	PERFOR-MANCE	RESALE VALUE	APPEAR-ANCE	TO AVOID WAIT-ING	
<u>MOTORCYCLES</u>									
RAJDOOT	86	10.5	4.7	3.5	14.0	-	8.1	64.0	37.2
JAWA/YEZDI	45	13.3	6.7	11.1	57.8	-	6.7	37.8	44.4
ROYAL ENFIELD	21	-	-	-	58.0	-	13.0	29.0	-
TOTAL MOTORCYCLES	152	11.4	5.3	6.1	28.8	-	7.6	55.3	40.2
<u>SCOOTERS</u>									
LAMBRETTA	26	-	3.9	-	3.9	-	3.9	76.9	30.8
VIJAY	34	7.5	25.0	37.5	32.4	17.5	22.5	5.0	52.5
BAJAJ	83	-	14.8	23.2	43.8	38.8	12.1	-	-
FANTABULOUS RAJDOOT	12	-	-	-	-	-	-	-	-
TOTAL SCOOTERS	155	-	-	-	19.9	-	14.7	18.3	55.5
TOTAL FOR ALL BRANDS	307	11.2	9.9	12.1	23.5	11.2	11.8	33.4	49.2

NOTE:- No check, provision for multiple answers.

TABLE IXRELATIVE PREFERENCE FOR VARIOUS BRANDS

VEHICLE OWNED	NO. OF RES- POND- ENTS	VEHICLE PREFERRED						OTHER VEHICLES/ NO. PREFERENCE
		RAJDOOT M/C	YEZDI	LAMB- RETTA	BAJAJ	VIJAY	ROYAL ENFIELD	
		1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
RAJDOOT MOTOR- CYCLE	86	14 7 6	11 15 7	- - 1	42 9 4	2 18 7	13 9 3	4 29 57
YEZDI	45	1 2 1	23 2 1	- - -	11 8 2	2 7 5	4 9 -	4 17 36
LAMBRETTA	26	2 1 1	1 02 -	2 - 3	16 3 1	3 9 1	- - -	2 11 20
VIJAY	34	2 4 6	2 13 3	1 2 2	17 - 1	8 13 4	4 7 2	- 41 61
BAJAJ	83	2 5 5	4 10 8	- 4 6	15 14 3	30 13 1	1 9 4	- 27 55

NOTE:- 1,2,3 denotes first, second and third preferences respectively.

TABLE X

RELATIVE PREFERENCE FOR M/C VIS-A-VIS SCOOTERS

IN PERCENT

VEHICLE OWNED	VEHICLE PREFERRED			
	MOTORCYCLE	SCOOTER	INDIFFERENT	ALL
<u>MOTORCYCLES</u>				
RAJDOOT	63.9	36.1	-	100
YEZDI	66.7	24.4	8.9	100
ENFIELD	60.0	30.0	10.0	100
TOTAL M/C	65.2	31.8	3.0	100
<u>SCOOTERS</u>				
LAMBRETTA	45.3	77.0	7.7	100
VIJAY	15.0	81.3	3.7	100
BAJAJ	10.8	89.2	-	100
TOTAL SCOOTERS	13.1	84.3	2.6	100
ALL TYPES	34.4	62.8	2.8	100

TABLE XI

DISTRIBUTION OF RESPONDENTS BY DISTANCE TRAVELLED

TYPE/BRAND NAME OF THE VEHICLE	DISTANCE GROUP (in kms)						ALL GRO
	BELOW 500 Kms	500-1000	1000-1500	1500-2000	Above 2000		
	Nos.	Distance	Nos.	Distance	Nos.	Distance	Nos.
MOTORCYCLES							
RAJDOOT	7	367	32	862	29	1303	6
YEZDI	1	90	19	885	13	1281	4
ENFIELD	0	-	1	900	6	1250	5
TOTAL MOTOR CYCLES	8	332	52	871	48	1290	15
	(5.3)		(34.6)		(32.0)		(1.0)
SCOOTERS							
LAMBRETTA	3	433	15	707	6	1317	1
VIJAY	4	355	13	688	13	1295	3
BAJAJ	14	429	46	765	13	1256	3
PANFABUILDUS	1	100	1	600	-	-	-
RAJDOOT							
TOTAL SCOOTERS	22	401	75	879	32	1283	7
	(15.1)		(51.7)		(22.1)		(4.8)
ALL TYPES	30	382	127	876	80	1287	22
						1822	1822
						36	2717
							295

Note: Figures in parenthesis represent percentages.
 Nos. Number of respondents.
 Distance: Average distance travelled.

TABLE XII

STATEMENT SHOWING AVERAGE COST OF MAINTENANCE PER VEHICLE
PER MONTH AND OPERATING EXPENSES PER 500 KMS

TYPE/BRAND NAME OF VEHICLE	AVERAGE COST OF MAINTENANCE PER VEHICLE/MONTH				(AVERAGE OPERATING EXPENSES PER 100 Kms)					
	Nos. of Vehicle	Fuel	Servicing	Repairs Spare Parts	Total	Fuel	Servicing	Repairs & Spare Parts	Total Operating Expense	
<u>MOTORCYCLES</u>										
RAJDOOT	84	56.02	5.87	17.19	79.08	106700	44.11	4.62	13.53	62.22
YEZDI	45	66.20	7.93	17.98	92.11	60650	49.12	5.89	13.34	68.35
ENFIELD	21	40.00	-	15.00	55.00	900	44.44	-	16.67	61.11
TOTAL M/C	150	59.42	6.54	16.45	83.41	168250	45.91	5.06	13.48	64.45
<u>SCOOTERS</u>										
LAMBRETTA	26	44.58	3.15	15.00	62.73	25200	45.99	3.25	15.48	64.72
VILJAY	34	48.80	5.38	16.84	66.17	92750	42.09	4.64	13.84	68.35
BAJAJ	83	41.78	7.18	11.99	65.80	79750	43.43	7.47	10.34	57.07
PANTABULOUS RAJDOOT	12	22.50	5.00	18.00	45.50	700	64.29	14.29	51.42	130.00
TOTAL SCOOTERS	155	44.90	5.85	14.57	65.32	198500	43.20	5.63	14.02	62.85
ALL TYPES	305	50.78	6.13	15.73	72.64	356750	44.45	5.37	13.77	63.59

Many Machines new and still under warranty.

TABLE VIII

DISTRIBUTION OF RESPONDENTS CLASSIFIED BY THE EXPENSES BORNE BY

<u>TYPE OF VEHICLE</u>	<u>EXPENSES BORNE BY</u>			
	<u>RESPONDENTS</u>	<u>COMPANY</u>	<u>BOTH</u>	<u>ALL</u>
MOTORCYCLES	121 (79.4)	18 (11.5)	13 (9.1)	152 (100)
SCOOTERS	130 (83.8)	8 (5.2)	17 (11.0)	155 (100)
ALL TYPES	251 (82.0)	26 (7.8)	30 (10.2)	307 (100)

NOTE:- FIGURES IN PARENTHESIS REPRESENT PERCENTAGES;

TABLE XIVRESPONDENTS OPINION ABOUT THE SERVICE FACILITIES AVAILABLE IN THE CITY

<u>TYPE/BRAND NAME OF VEHICLE</u>	<u>ADEQUATE</u>	<u>NOT ADEQUATE</u>	<u>ALL</u>
<u>MOTORCYCLES</u>			
RAJDOOT	85 (98.8)	1 (1.2)	86 (100.0)
YEZDI	41 (91.1)	4 (8.9)	45 (100.0)
ENFIELD	31 (50.)	10 (50.0)	21 (100.0)
TOTAL M/C	137 (96.2)	15 (3.8)	152 (100.0)
<u>SCOOTERS</u>			
LAMBRETTA	17 (65.4)	9 (34.6)	26 (100.0)
VIJAY	34 (100.0)	-	34 (100.0)
BAJAJ	80 (96.4)	3 (3.6)	83 (100.0)
FANTABULOUS RAJDOOT	6 (50.0)	6 (50.0)	12 (100.0)
TOTAL SCOOTERS	183 (93.2)	18 (6.8)	155 (100.0)
ALL TYPES	274 (94.4)	33 (5.6)	307 (100.0)

NOTE:- FIGURES IN PARANTHESIS REPRESENT PERCENTAGES.

TABLE XV

DISTRIBUTION OF RESPONDENTS CLASSIFIED BY NO. OF TIMES THEY GET THEIR VEHICLE SERVICED.

IN PERCENT

<u>TYPE/BRAND NAME OF VEHICLE</u>	<u>TWICE A MONTH ✓</u>	<u>ONCE A MONTH</u>	<u>ONCE IN TWO MONTHS</u>	<u>ONCE IN TWO THREE MONTHS</u>	<u>ALL</u>
<u>MOTORCYCLES</u>					
RAJDOOT	7.0	57.0	13.9	22.1	100
YEZDI	8.9	55.6	22.2	13.3	100
ENFIELD	-	100.0	-	-	100
TOTAL	7.6	56.8	16.7	18.9	100
<u>SCOOTERS</u>					
LAMBRETTA	13.3	53.8	32.9	-	100
VIJAY	5.0	38.8	36.2	20.0	100
BAJAJ	3.9	53.0	32.9	10.8	100
FANTABULOUS RAJDOOT	-	-	-	-	-
TOTAL	8.4	47.1	31.4	13.1	100
<u>ALL TYPES</u>	8.0	51.1	25.4	15.5	100

TABLE XVI

**DISTRIBUTION OF RESPONDENTS
BY MODE OF SERVICING**

TYPE/BRAND NAME OF VEHICLE	S E R V I C E D T H R O U G H			
	LOCAL MECHANICS	AUTHORISED SERVICE STATION	SELF	ALL
MOTORCYCLES				
RAJDOOT	39 (44.7)	35 (41.2)	12 (14.1)	86 (100.0)
YEZDI	24 (53.3)	16 (35.6)	5 (11.1)	45 (100.0)
ENFIELD	17 (81.0)	3 (14.3) (35.5)	1 (4.7) (11.8)	21 (100.0)
TOTAL M/C	80 (52.6)	54 (35.5)	18 (11.8)	152 (100.0)
SCOOTERS				
LAMBRETTA	2 (7.7)	24 (92.3)	—	26 (100.0)
VIJAY	19 (56.2)	11 (35.0)	4 (8.8)	34 (100.0)
BAJAJ	55 (56.3)	18 (21.7)	10 (12.0)	83 (100.0)
FANTABULOUS RAJDOOT	10 (83.3)	2 (16.6)	—	12 (100.0)
TOTAL SCOOTERS	76 (49.0)	55 (35.0)	14 (9.0)	155 (100.0)
ALL TYPES	156 (50.8)	109 (35.5)	32 (10.4)	307 (100.0)

NOTE:- FIGURES IN BRACKETS REPRESENT PERCENTAGES.

TABLE XVII

UNFAVOURABLE/FAVOURABLE OPINIONS OF RESPONDENTS ABOUT AUTHORISED DEALERS/SERVICE STATIONS IN DELHI

UNFAVOURABLE/ FAVOURABLE OPINIONS OF RESPONDENTS	IN PERCENT								
	RAJBOOT ✓			YEZDI		BAJAJ		LAMBRETTA	
	B.M.C.	DASS	UNIQUE	SEGHAL	HARBAN SINGH	BAJAJ	SIKAND	ALLIED	AMBA
UNFAVOURABLE OPINIONS									
a) Mechanically Incompetent									
i) V. Poor	4.3	-	-	7.1	-	2.2	-	3.2	18.1
ii) Poor	15.7	4.5	-	-	-	13.0	33.3	19.4	36.4
b) Rude	1.4	-	-	-	-	2.2	-	-	-
c) Slow service	11.4	4.5	-	3.6	-	2.2	-	3.2	-
d) Expensive	5.7	18.2	21.4	28.6	-	10.9	-	6.5	-
e) Miscellaneous	28.6	22.8	-	35.7	42.9	34.7	16.7	41.9	36.4
ALL unfavour- able opinions	67.1	50.0	21.4	75.0	42.9	65.2	50.0	74.2	90.9
FAVOURABLE OPINIONS									
a) Mechanically									
i) Excellent	1.4	4.5	21.4	-	-	-	-	-	-
ii) Good	4.3	-	57.2	14.2	14.3	6.5	16.7	3.2	27.3
b) Polite	1.4	-	-	3.6	-	-	-	3.2	9.1
c) Quick Service	-	-	-	3.6	-	-	-	-	-
d) Reasonable prices	-	-	-	-	-	-	-	-	-
e) Miscellaneous	14.3	9.1	21.4	3.6	14.3	15.2	-	32.3	-
ALL favourable opinions	21.4	43.6	100.0	25.0	28.6	21.7	16.7	38.7	36.4
No Experience/ Opinion	22.8	36.4	7.1	25.0	42.9	23.9	33.3	6.5	-

TABLE XVIII

**RESPONDENTS OPINION ABOUT THE AVAILABILITY OF
SPARE PARTS**

TYPE/BRAND NAME OF VEHICLE	IN PERCENT						ALL
	REGULARLY AVAILABLE	OCCASION- ALLY NOT AVAILABLE	ALWAYS DIFFI- CULTY	QUALITY SUB- STANDARD	PRICE HIGHER THAN LISTED	NOT SPECI- FIED	
<u>MOTORCYCLES</u>							
RAJDOOT	75.5	11.6	1.2	8.1	1.2	2.4	100 (86)
YEZDI	68.9	8.9	2.2	6.7	2.2	11.1	100 (45)
ENFIELD	75.0	4.0	1.0	5.0	1.5	-	100 (21)
TOTAL MOTORCYCLES	73.5	9.7	1.5	7.3	3.4	4.6	100 (152)
<u>SCOOTERS</u>							
LAMBRETTA	50.0	19.2	7.7	-	-	23.1	100 (26)
VIJAY	80.0	3.7	-	5.0	-	11.3	100 (34)
BAJAJ	77.2	8.4	1.2	2.4	1.2	9.6	100 (83)
FANTABULOUS RAJDOOT	-	50.0	50.0	-	-	-	100 (12)
TOTAL SCOOTERS	67.3	12.4	8.7	2.3	0.6	11.5	100 (155)
	70.4	11.1	5.1	4.8	1.9	8.1	100 (307)

NOTE:- FIGURES IN BRACKETS REPRESENT THE NUMBER OF RESPONDENTS.

TABLE XIX

DISTRIBUTION OF RESPONDENTS BY COMPLAINTS MADE BY THEM

TYPE/BRAND NAME OF VEHICLES	NATURE OF COMPLAINTS									
	Starting Trouble	Freq. Break Down	Carb. Flood ing	Replace Moving Parts	Gear Box Clutch Plates	Shock Absor- bers	Brakes	Chain	Others	None
MOCYCLES										
DOOT	11.6	7.0	17.5	3.5	13.9	24.4	5.8	32.6	51.2	10.5
ADI	31.1	2.2	15.5	2.2	15.6	33.15	4.4	4.4	20.5	35.6
INFIELD	21.5	22.3	16.5	2.2	20.4	17.1	-	-	-	-
TOTAL M/C	18.7	7.6	16.8	2.9	15.3	26.0	4.5	19.7	35	16.5
SCOOTERS										
LAMBRETTA	30.8	15.3	19.2	8.4	46.2	7.7	11.6	7.7	50.0	11.6
VIJAY	12.5	1.2	12.5	-	10.0	15.0	20.0	7.2	38.7	30.0
BAJAJ	28.9	-	15.6	-	16.9	12.0	18.1	-	28.9	33.7
PANRABULOUS	36	24	14.8	-	-	-	-	-	25.2	-
RAJDOOT										
TOTAL SCOOTERS	26.1	16.1	15.51	4.5	18.9	11.0	16.8	8.1	34.3	26.6
ALL TYPES	22.5	11.9	16.1	3.7	17.1	18.4	10.3	12.4	34.6	21.6

Market Research Report on Consumer attitudes to M/Cycles
and Scooters

Questionnaires for actual users of Scooter and Motor Cycles

PART - A

Particulars about Vehicle Owned

1. Kindly indicate the brand name of your vehicle.

Scooters •	Motor Cycles
Bajaj(Vespa, Super Chetak, Priya, Shaft driven)	Royal Enfield 350 C.C. Yezdi 250 c c
Girnar (Shaft driven)	Enfield 200 C C
Lambretta (Chassdriven)	Rajdoot 175 C.C.
Vijay (")	G.T.S. 175 C.C.
Others (Specify)	Others (specify)
2. Please finish the following details
 - a) Registration No.
 - b) Year of Purchase
 - c) Regist-ration name of yourself/Company/Others
 - d) Purchased New/Second hand
 - f) If new obtained from Govt. Quota
Priority Quota
Open market
Others(Specify)
 - g) If second hand, purchased through
Friends
Brokers
Dealers
Others(specify).....
3. Mode of purchase

	Bank Loan
	Employees aided
	Cash
	Other source(specify).....
4. What is the average distance covered per month.....kms.
5. Average monthly expenses on your vehicle
 - a) Fuel Rs.....
 - b) Servicing Rs.
 - c) Repairs & Spare Parts Rs.....
 - d) Insurance Rs.
6. Bills paid out of
 - (i) Your earnings
 - (ii) Organisation etc.

P A R T - B

RATING AND PERFORMANCE

1. Reason for choice of present machine
(mention in order of preference)
 - a. Price
 - b. Fuel Consumption
 - c. Maintenance Cost
 - d. Performance
 - e. Resale Value
 - f. Appearance
 - g. To avoid wasting
 - h. Any other reason(Specify)
2. In case you have to replace the machine which one would you buy
and why. (give 3 choices)

Brand Name	Reason for preference
a.	
b.	
c.	
3. If Scooters and Motor Cycles were freely available and had no extra
premium or resale price which would you prefer to buy
.....
4. Rate machine you presently own
 - a) Excellent
 - b) Satisfactory
 - c) Poor.
5. Reasons for above answer
 - a. Excellent because
 - Trouble free Service
 - Low running Costs
 - Good after Sales Service
 - Original spares cheap
 - Original spares easily available
 - Others (Specify)
 - b. Poor because
 - Frequent breakdown
 - Failure of parts
 - High running Costs
 - Poor after-sales service
 - Original Spares Expensive
 - Original Spares not available
 - Others (specify)

P A R T - C

MAINTENANCE OF YOUR MACHINE

1. Availability of spare parts
Regularly available
Occasionally not available
Always difficulty.
Quality sub-standard
Price higher than list price
Other (specify)
2. Are the service facilities available in your city/locality adequate. Yes/No.
3. how often is your machine serviced
Once a fortnight
Once a month
Once a 3 months
Once a 4 months.
4. From where do you get your machine serviced.
Local Mechanics.....
Authorised Service Stations.....
5. What is your opinion about the authorised service stations in your city.
6. What are the common complaints about the machine.
a. Starting trouble
b. Frequent breakdown
c. Carburettor flooding
d. Fuel passage blocks
e. Frequent replacement of moving parts.
 i. Gear box
 ii. Clutch Plates
 iii. Shock Absorbers
 iv. Brake shoes
 v. Others (specify)
7. Kindly give your suggestion for the improvement of the vehicle.
8. What is the opinion of your family about the vehicle.

P A R T - D

BACK GROUND INFORMATION

1. Name
2. Address
3. Marital Status
4. Age group

1. Below 20	
ii. 20 25	
iii. 25 36	
iv. 36 50	
v. 50	
5. Income group (Annual)

5000/-	
5000/- 10,000/-	
10,000/- 15,000/-	
15,000/- 20,000/-	
20,000/-	
6. Occupation

a. Government Service	(B) Pvt. Salaried person (C) Independent Professional (Engineer, d. Student (e) Others (specify) Doctors, lawyers, etc.
-----------------------------	---
7. Number of members in your family using your vehicle Male.....
Female.....